

Adarsh Raj

Digital Marketing

☎ 6202027435 ✉ adarshraj01official@gmail.com 📅 DOB - 01/05/2002

🌐 <https://www.linkedin.com/in/adarshrraj/> 📍 Ghaziabad - UP, 201012

PROFILE

Digital Marketing & Growth Professional with a BBA from GGSIPU and hands-on experience across **B2B marketing, performance campaigns, brand strategy, and market research**. I've worked closely with startups and growing organizations in roles such as **Marketing Executive, Digital Marketer, Marketing Analyst, and ORM Specialist**, contributing across strategy and execution.

I bring strong practical experience in **SEO, GEO, content strategy, social media marketing, online reputation management, GA4 analytics, CMS management (WordPress), email marketing, and AI-driven tools**. I enjoy turning insights into simple, actionable marketing strategies that drive **lead generation, brand visibility, and long-term growth**. I'm looking to grow with teams that value ownership, learning, and measurable impact.

PROFESSIONAL EXPERIENCE

Marketing Executive <i>FindiBANKIT Pvt. Ltd.</i> Marketing Management Role	05/2024 – Present Noida
Marketing Specialist <i>Growth Assured Technology Pvt. Ltd.</i> Digital Marketer Role for B2B Acquisition.	03/2023 – 04/2024 Noida

EDUCATION

BBA 8.9 CGPA	2020 – 2023 GGSIPU
Senior Secondary (PCM) 76%	2017 – 2019 Bihar Board
Secondary 9.0 CGPA	2016 – 2017 CBSE

OTHER EXPERIENCE

Marketing Analyst and Digital Marketing Executive Intern FTV <i>FashionTV - SOPA</i>	06/2022 – 08/2022 Noida
Content Creator and Curator <i>Ur Startup - Youtube with 19K Subscriber</i> Business and Startup Educational Content.	08/2017 – 12/2023 Noida
Projects	2020 – 2023 Noida
AstroShiv [Market Research, UI Design, Project Manager, CMS Management] FlyingScholar [Market Research, Website Development, Content, Project Manager] Pink Entertainment [Social Media Strategy, ORM, YouTube Manager, Client Management] Sockwalk [Portfolio Creation, Content] FlexoPack [Brand Positioning, Website Development (WordPress), Social Media]	
Various Projects in the domain of marketing and management.	
ORM (Online Reputation Management) Intern <i>Ekaisoft Pvt. Ltd.</i>	09/2020 – 12/2020 Noida
Manikant Thakur Ji Maharaj - Media Manager	03/2023 – 01/2024 Delhi

CERTIFICATIONS

Digital Marketing
FTV and Delhi University
(SSCBS)

AD and PR Certification
Fashion TV (SOPA)

**Successfully completed Excel
Crash Course.**

Generative AI Marketing
Skill Circle

Lean Six Sigma (Yellow Belt) .
Topper of the Batch

Entrepreneurship Program
Dr. Vivek Bindra (2 Years)

POSH Act, 2013 Certified

Lean Six Sigma (Green Belt)
Henry Harvin

**Management Certification in
Employability Skills**
Rubicon

365 Tools Workshop
9LEDGE PRO

SKILLS

Digital Marketing
Content, SEO, and Strategy.

Video Production
Canva, Filmora, Crello, and other AI tools.

Presentation and Communication
MS Excel, MS PowerPoint, Gamma, AI tools

Social Media Marketing
Hubspot, Mailchimp, Ghupshup.

Google Workspace
Google Trend, Google Analytics 4, etc

GEO & SEO
Generative Engine Optimization.

Project and Operation Management

AI Generalist
Driving Artificial Intelligence Adoption & Strategy

YouTube SEO & Analytics
Vid IQ, Tube Buddy

Market Analysis and Business Intelligence
SurveyMonkey Genius, Map My India, etc

CMS Management
Wordpress, Hootsuite, Hubspot.

Online Reputation Management
Search Console.

PR Management

Product Development and Strategy

LANGUAGES

English



Hindi



INTERESTS

Reading | Travelling | Music | Content Consumption